



US006010159A

United States Patent [19]
Warther

[11] **Patent Number:** **6,010,159**
[45] **Date of Patent:** **Jan. 4, 2000**

[54] **INTEGRAL PRINTED SELF-MAILER SHEET PRODUCTS**

89/07052 8/1989 WIPO.

[75] **Inventor:** Richard O. Warther, Malvern, Pa.

[73] **Assignee:** Vanguard Identification Systems, Inc.,
Exton, Pa.

[21] **Appl. No.:** 09/067,090

[22] **Filed:** Apr. 27, 1998

Related U.S. Application Data

[63] Continuation-in-part of application No. 08/724,077, Sep. 30, 1996, Pat. No. 5,743,567.

[51] **Int. Cl.**⁷ **B42D 15/00**

[52] **U.S. Cl.** 283/61; 283/62; 283/116;
462/64

[58] **Field of Search** 283/56, 51, 61,
283/62, 116, 904; 462/64, 65

[56] References Cited

U.S. PATENT DOCUMENTS

1,795,291	3/1931	Dunn .	
1,957,374	5/1934	Unger .	
2,256,399	9/1941	MacHarg	283/116 X
2,312,204	2/1943	Weindel, Jr. .	
2,357,641	9/1944	Evall .	
2,363,472	11/1944	Ritter	283/116 X
2,616,612	11/1952	Guttman .	
2,812,601	11/1957	Hines .	
2,865,170	12/1958	Hines .	
3,062,431	11/1962	Rabenold .	
3,068,140	12/1962	Biddle .	
3,093,296	6/1963	Wood .	
3,140,818	7/1964	Sheldon .	
3,152,901	10/1964	Johnson .	
3,237,970	3/1966	Mudd, Jr.	462/65 X
3,364,049	1/1968	Deak et al. .	

(List continued on next page.)

FOREIGN PATENT DOCUMENTS

2225001	10/1994	France .
2-265796	10/1990	Japan .

OTHER PUBLICATIONS

Photocopy of mailer insert entitled "Blockbuster Universal Membership Card", Stik/Strip Laminating Co., Inc., Edmond, OK, Jul. 1994 (2 pp.).

Catalog sheet "The Prodigy Label Printer", Fargo Electronics, Incorporated, Prairie, MN, 1990, 2 sides.

H. Bailey and B. Wray, "Photographic Bar Code Labels", *Identification Journal*, Jan./Feb. 1988, pp. 16-19.

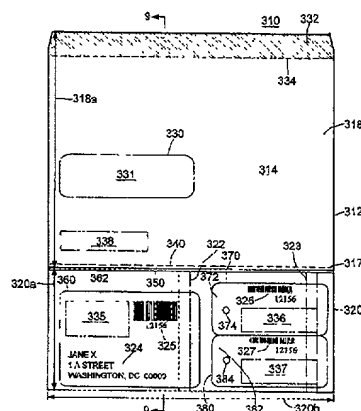
Primary Examiner—Willmon Friddle, Jr.

Attorney, Agent, or Firm—Akin, Gump, Strauss, Hauer & Feld, L.L.P.

[57] ABSTRACT

An integral printed self-mailer sheet product has a generally planar core formed by first and second core strips of different materials permanently joined together side-by-side by a cover strip. A plurality of variable data fields are printed on the core including at least the name and address of an individual person in a character format and a unique numeric code assigned to the individual person in a machine readable format. Scoring extends through the sheet product in the second core strip to define at least one and typically plural printed element(s) removable from a remainder of the sheet product, each including at least one of the printed variable data fields. The first core strip has a width in a direction perpendicular to the joint greater than and preferably at least twice the width of the second core strip in the same direction so as to completely wrap around the second core strip. The unique name and address may be printed on the first core strip and exposed on the outside of the completed mailer or printed on the second core strip and exposed through a window scored through the first core strip. If printed on the second core strip, the name and address may be included as part of a removable printed element scored in the second core strip. At least one and usually two transparent cover strips are bonded to the second core strip overlapping the outer sides of the scored, removable printed elements.

7 Claims, 7 Drawing Sheets



U.S. PATENT DOCUMENTS

3,583,317	6/1971	Gibson .	4,637,635	1/1987	Levine .	
3,674,622	7/1972	Plasse .	4,637,712	1/1987	Arnold et al .	
3,676,644	7/1972	Vaccaro et al .	4,641,347	2/1987	Clark et al .	
3,679,448	7/1972	Tramposch .	4,653,775	3/1987	Raphael et al .	
3,679,449	7/1972	Nagot et al .	4,712,929	12/1987	Kitaoka .	
3,684,869	8/1972	Reiter .	4,746,830	5/1988	Holland .	
3,697,101	10/1972	Loos et al .	4,765,653	8/1988	Fasham et al .	283/116 X
3,716,439	2/1973	Maeda .	4,824,142	4/1989	Dossche .	
3,716,440	2/1973	Ando et al .	4,842,304	6/1989	Jones .	
3,808,718	5/1974	Christiansen .	4,857,121	8/1989	Markley et al .	
3,895,220	7/1975	Nelson et al .	4,887,763	12/1989	Sano .	
3,999,700	12/1976	Chalmers .	4,904,853	2/1990	Yokokawa	283/904 X
4,006,050	2/1977	Hurst et al .	4,978,146	12/1990	Warther et al .	
4,149,305	4/1979	Blumhof .	5,156,726	10/1992	Talbott .	
4,204,639	5/1980	Barber et al .	5,271,787	12/1993	Hoffmann et al .	283/116 X
4,214,463	7/1980	Blumhof .	5,294,041	3/1994	Whiteside .	
4,271,352	6/1981	Thomas .	5,439,255	8/1995	McIntire et al .	
4,306,433	12/1981	Kelly .	5,476,420	12/1995	Manning	462/64 X
4,425,772	1/1984	Brewer .	5,489,123	2/1996	Roshkoff .	
4,521,981	6/1985	Kasprzycki et al .	5,495,981	3/1996	Warther .	
4,523,088	6/1985	Ulsch et al .	5,507,526	4/1996	Petkovsek .	
4,536,013	8/1985	Haghiri-Therani et al .	5,529,345	6/1996	Kohls	283/62 X
4,589,687	5/1986	Hannon .	5,533,459	7/1996	Fontana	283/81 X
4,630,067	12/1986	Teraoka .	5,887,904	3/1999	Petkovsek	462/65 X